

Message Text

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SUBJECT: HONG KONG COUNTRY COMMERCIAL PROGRAM, 3RD QTR. PROGRESS
REPORT

REF: 74 STATE 280182

SUMMARY

THE 1976 CCP IS GENERALLY PROCEEDING ACCORDING TO PLAN. OUR MOST
SIGNIFICANT TRADE PROMOTION EVENT IN THIRD QUARTER WAS A TECHNICAL
SEMINAR FOR LOCAL ELECTRICAL/ELECTRONICS INDUSTRY. SIGNIFICANT
RESOURCES ALSO DEVOTED TO FOLLOW-UP ACTIVITIES FOR FORTNIGHT 75.
END SUMMARY

1. ANNEX B - EIPT EQUIPMENT - TO DATE USIS HAS NOT RECEIVE ANY
VIDEO TAPES OR FILM PERTAINING TO EIPT EQUIPMENT. LOCALLY PROCURED
TECHNICAL SEMINAR ON MARCH 31 FEATURED SEVERAL TYPES OF US EIPT EQUIP-

MENT. SEMINAR WAS WELL ATTENDED, (ABOUT 8 BUSINESSMEN) AND WE PLAN TO

STAGE ANOTHER ONE FOR ELECTRONICS INDUSTRY DURING FY76. SEPARATE
REPORT FOLLOWS BY AIRGRAM. EIGHT T.O.'S FOR THIS PRODUCT CAMPAIGN
SUBMITTED

SO FAR. WE EXPECT RECENT SEMINAR WILL GENERATE ADDITONAL TO'S.

2. ANNEX C - CONSUMER GOODS - FIVE OF THE SIX DEPARTMENT
STORES WHICH HELD IN-STORE PROMOTIONS DURING FORTNIGHT HAVE
SUBMITTED REPORTS. FINAL STORE REPORT EXPECTED SOON. ALL WRAPUP
REPORTS ON FORTNIGHT HAVE BEEN SUBMITTED. 40 TO'S SUBMITTED TO DATE

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PAGE 02 HONG K 04310 160554Z

ON CONSUMER GOODS.

3. ANNEX D - FOOD PROCESSING & PACKAGING EQUIPMENT - FOUR TO'S
SUBMITTED TO DATE. NO RESPONSE RECEIVED FOR PROPOSED BUYER'S MISSION
TO
NATIONAL EXPOSITION FOR FOOD PROCESSORS, ALTHOUGH IT QUITE POSSIBLE
SMALL GROUPS OF HONGKONG BUSINESSMEN ATTENDED SHOW ON THEIR OWN.

4. ANNEX E - PRINTING AND GRAPHIC ARTS EQUIPMENT - 50 INDUSTRY
CONTACTS MADE WITH CATALOG SHOW REGISTRANTS. HOWEVER, ONLY 3 TO'S
HAVE RESULTED TO DATE.

5. ANNEX F - BUSINESS EQUIPMENT AND SYSTEMS - PREPARATIONS FOR
MAY CATALOG SHOW UNDERWAY. 14 TO'S SUBMITTED.

6. ANNEX G - ELECTRONIC COMPONENTS - USIS HAS NOT RECEIVED
ANY VIDEO TAPES OR FILMS ON ELECTRONIC COMPONENTS. SEMINAR CITED IN
PARA 1 COVERED FULL RANGE OF ELECTRONICS INDUSTRY, INCLUDING
COMPONENTS. THIRTEEN TO'S SUBMITTED TO DATE.

7. ANNEX H - NUCLEAR POWER - NO FURTHER DEVELOPMENTS TO REPORT.

8. ANNEX 8 - LANTAO ISLAND - UNTIL THERE IS LARGE SCALE INDUSTRIAL
DEVELOPMENT ON THE ISLAND, HKG WILL NOT ENTER INTO A COMMITMENT
FOR BUILDING A BRIDGE. WE HAVE ADVISED US SUPPLIERS TO CONTACT
DIRECTLY THE TWO HK FIRMS WHICH ARE BUILDING RESORTS ON LANTAO
(HKA-34).
CROSS

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